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Women's Economic Ventures
BUSINESS RESEARCH
March 2018

Internet Resources

http://www.santabarbaraca.gov/gov/depts/lib/collections/library_databases.asp - Santa Barbara Public Library System

- Online Public Access Catalog
- Reference USA – Business & consumer research

https://www.santabarbaraca.gov/gov/depts/lib/collections/research_by_subject/business_n_finance.asp - Link to Women's Economic Ventures (WEV) Business Research Bibliography PDF on this Business & Finance research webpage.

www.sbcag.org/census.html - Santa Barbara County Association of Governments – Census 2010 demographics

<http://www.census.gov/eos/www/naics/> 2012 NAICS code look-up

www.loc.gov/rr/business/Tutorials/censustutorial/businesscensus.htm - A web-based tutorial from the Library of Congress: finding census data for business research

<http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml> - U.S. Census information: Demographics and statistics

<http://maps.google.com/> - Shows nearby businesses for your chosen location

<http://www.business.ca.gov/StartaBusiness.aspx> - Information on starting a business from the CA Governor's Office of Business & Economic Development

<http://www.sos.ca.gov/business/> - CA Secretary of State Business Programs' site

<http://www.sbscore.org/> - Service Core of Retired Executives (SCORE), Santa Barbara Chapter

www.sba.gov/smallbusinessplanner/index.html - U.S. SBA Small Business Planner

www.uspto.gov/web/offices/tac/doc/basic - Basic facts about trademarks

<http://www.nawbo-sb.com/> - National Association of Women Business Owners, Santa Barbara Chapter – Networking Opportunities

www.nfib.com – National Federation of Independent Businesses – Small Business Economic Trends Survey released monthly

<http://guides.wsj.com/small-business/> - How-to Guide Small Business, tips from the Wall Street Journal's reporters and columnists

Business Reference Works at Central Library

R381.10979 **California Retail Survey.** Carmichael, CA: Eureka Group, 2017.

R658.4012 **Business Plans Handbook.** New York: Gale Research, 2014.

R380.10257 **Directory of National Trade and Professional Associations of the United States.** Potomac Books, 2017.

R338.50212 **Industry Norms and Key Business Ratios.** Dun & Bradstreet Credit Services, 2017.

R338.02012 **North American Industry Classification System.** Washington, DC: Executive Office of the President: Office of Management and Budget; Baton Rouge, LA: Claitor's Publishing Division, 2017.

R338.70257 **Pacific Coast Business Times ... Book of Lists.** Santa Barbara, CA: Pacific Coast Business Times, 2017.

R330.879 **Santa Barbara County Economic Outlook.** Santa Barbara, CA: UCSB Economic Forecast Project, 2017.

R658.022 **Small Business Sourcebook: the entrepreneur's resource.**
S365 Detroit, MI: Gale/Cengage Learning, 2014. 6 vols.

SELECTED BOOKS IN THE BLACK GOLD LIBRARY SYSTEM

Many of the following listed items are owned by SB Central Library, some by other libraries in our system. All are available by placing a hold in the online library catalog.

Small Business Start-up

- 658.11082 Abarbanel, Karin. **Birthing the elephant: the woman's go-for-it! guide to overcoming the big challenges of launching a business.** Berkeley, CA: Ten Speed Press, 2008.
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- 658.022 Fallek, Max. **How to set up your own small business.** Minneapolis, MN: American Institute of Small Business, 2011. 2 vols.
- 658.11 Guillebeau, Chris. **The \$100 startup: how to fire your boss and create a new future.** New York: Crown Business, 2012.
- 658.11412 Jones, Emma. **Working 5 to 9: how to start a successful business in your spare time.** Petersfield, England: Harriman House, 2010.
- 658.11
K162 Kander, Diana. **All in startup: launching a new idea when everything is on the line.** Hoboken, NJ: Wiley, 2014.
- 346.73 **Legal forms for starting & running a small business.** Berkeley, CA: Nolo Press, 2016, w/ CD-ROM.
- 658.1141 Monsonoff, Tamara. **The mom inventors handbook: how to turn your great idea into the next big thing.** New York: McGraw-Hill Education, 2014.
- 346.79406 Pakroo, Peri. **The small business start-up kit for California.** Berkeley, CA: Nolo, 2018, w/ CD-ROM
- 658.0412 Partow, Donna. **Making money from home: how to run a successful home-based business.** Carol Stream, IL: Tyndale House Publishers, 2010.
- 658.11 Rose, David S. **The startup checklist: 25 steps to a scalable, high-growth business.** Hoboken: Wiley, 2016.
- 346.73 Steingold, Fred. **The legal guide for starting and running a small business.** Berkeley: Nolo Press, 2017.

- 658.022 Strauss, Steven D. **The small business bible: everything you need to know to succeed in your small business.** Hoboken, NJ: John Wiley & Sons, Inc., 2012.
- 658.11 **The women's small business start-up kit: a step-by-step legal guide.** Berkeley, CA: Nolo, 2016, w/ CD-ROM.

Business Plans

- 658.4012 Abrams, Rhonda. **The successful business plan: secrets & strategies.** Blue Ridge Summit, PA: National Book Network, 2010.
- 658.4012 Curtis, Veechi. **Creating a business plan for dummies.** Australia: Wiley, 2014.
- 658.4012 Friend, Graham. **Guide to business planning.** New York: Bloomberg Press, 2009.
- 658.401 Green, Leonard C. **The entrepreneur's playbook: more than 100 proven strategies, tips, and techniques to build a radically successful business.** New York, NY: AMACOM, 2017.
- 658.406 Hess, Edward D. author. **Grow to greatness: smart growth for entrepreneurial businesses.** Stanford, CA: Stanford Business Books, an imprint of Stanford University Press, 2012.
- 658.406 Hoffman, Jeff. **Scale: seven proven principles to grow your business and get your life back.** New York: Portfolio/Penguin, 2014.
- 658.01 Lee, Jennifer. **The right-brain business plan: a creative, visual map for success.** Novato, CA: New World Library, 2011.
- 658.152 McKeever, Mike P. **How to write a business plan.** Berkeley, CA: Nolo, 2017.
- 658.4012
P485 Peterson, Steven. **Business plans kit for dummies.** Hoboken, NJ: Wiley, 2014.
- 658.4012 Pinson, Linda. **Anatomy of a business plan: the step-by-step guide to building your business and securing your company's future.** Tustin, CA: Out of Your Mind...and Into the Marketplace, 2014.

Specific Business Examples

- 658.87206 Belew, Shannon. **Starting an online business all-in-one for dummies.** Hoboken, NJ: John Wiley & Sons, 2017.

- 745.50684 Chapin, Kari. **Grow your handmade business: how to envision, develop, and sustain a successful creative business.** North Adams, MA: Storey Pub, 2012.
- 362.63097 Davis, Charlene. **Start your own senior services business: adult day-care, relocation service home-care, transportation service concierge, travel service.** Irvine, CA: Entrepreneur Press, 2014.
- 362.63068 Ferry, James. **How to start a home-based senior care business.** Lanham, MD: Taylor Trade Publishing, 2015.
- 642.4068 Fix, Mimi. **Start & run a home-based food business.** Bellingham, WA: Self-Counsel Press, 2013.
- 745.5068 Ilasco, Meg Mateo. **Craft, Inc.: the ultimate guide to turning your creative hobby into a successful business.** San Francisco: Chronicle Books, c2011.
- 745.50688 Jayne, Torie. **How to show & sell your crafts: how to build your craft business at home, online, and in the marketplace.** New York: St. Martin's Griffin, 2014.
- 654.00681 Kimball, Cheryl. **Start your own specialty food business: your step-by-step startup guide to success.** Irvine: Entrepreneur Press, 2016.
- 070.593 Levine, Mark L. **The fine print of self-publishing: everything you need to know about the costs, contracts & process of self-publishing.** Minneapolis, MN: Bascom Hill Publishing Group, 2011.
- 646.2068 Lindsay, Virginia Keleher. **Sewing to sell: the beginner's guide to starting a craft business: bonus, 16 starter projects: how to sell locally & online.** Natl Book Network, 2014.
- 658.87 Linsenman, Ciree. **Start your own retail business and more: brick-and-mortar, online, mail order, kiosk.** Irvine: Entrepreneur Press, 2015.
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- 640.22 Noble, Dawn. **How to start a home-based professional organizing business.** Guilford, CT: Globe Pequot Press, 2011.
- 658.421 Seminega, Isa Maria. **The creative entrepreneur.** Blue Ash, Ohio: Fons & Porter, 2015.

- 647.95 **Start your own food truck business: Cart - Trailer - Kiosk - Standard and Gourmet Trucks - Mobile Catering – Bustaurants.** Irvine, California: Entrepreneur Media, Inc., 2015.
- 394.2 **Start your own event planning business: your step-by-step guide to success.** Irvine, California: Entrepreneur Press, 2015.
- 702.3
W847 Wojak, Angie. **Starting your career as an artist: a guide for painters, sculptors, photographers, and other visual artists.** New York: Allworth Press, 2011.

Management/Tax

- 658 Burkus, David. **Under new management: how leading organizations are upending business as usual.** Boston: Houghton Mifflin Harcourt, 2016.
- 658.4 Cross, Dick. **Just run it! : running an exceptional business is easier than you think.** Brookline, MA: Bibliomotion, 2012.
- 343.73 **Deduct it! : lower your small business taxes.** Berkeley, CA: Nolo, 2018.
- 658.872 Hay, Deltina. **The bootstrapper's guide to the mobile web: practical plans to get your business mobile in just a few days for just a few bucks.** Fresno, CA: Quill Driver Books, 2012.
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- 658.022 Ramberg, J. J. (Jennifer J.). **It's your business: 183 essential tips that will transform your small business.** New York: Business Plus, 2012.
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Hoboken, NJ: John Wiley & Sons, Inc., 2016.
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Indianapolis, IN: John Wiley and Sons, 2014.
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FINANCE

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- 658.15224 Bussgang, Jeffrey. **Mastering the VC game: a venture capital insider reveals how to get from start-up to IPO on your own terms.** New York: Portfolio, 2010.
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- 657 H325 Hart-Fanta, Leita. **Accounting demystified.** New York: McGraw-Hill, 2011.
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- 658.15224 Mullins, John W. **The customer-funded business: start, finance, or grow your company with your customers' cash.** Hoboken, New Jersey: Wiley, 2014.
- 332.6 Neiss, Sherwood. **Crowdfund investing for dummies.** Hoboken, NJ: Wiley, 2013.
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- 657.904 Nelson, Stephen L. **QuickBooks 2017 all-in-one for dummies.** Hoboken, New Jersey: John Wiley & Sons, Inc., 2017.
- 658.15 Rich, Jason. **The crowd funding services handbook: raising the money you need to fund your business, product, or invention.** Hoboken, NJ: John Wiley & Sons, 2014.
- 658.15224 Stegmaier, Jamey. **A crowdfunder's strategy guide: build a better business by building community.** Oakland: Berrett-Koehler Publishers, 2015.